

WYC:imp 60109 12/19/03

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OFFICIAL

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Davis et al.

Application No.: 09/502,542

Filed: February 10, 2000

For: METHOD AND SYSTEM FOR
FACILITATING ON-LINE SHOPPING

Examiner: M. Fadok

Date: December 19, 2003

Art Unit 3625

Confirmation No. 5321

CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence and any documents referred to as being attached are being facsimile transmitted to the Patent and Trademark Office to 703-872-9306 on December 19, 2003.

William Y. Conwell
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RESPONSE

ASSISTANT COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Responsive to the Action mailed September 23, 2003, applicants respond as follows:

REMARKS

Claims 1-27 remain pending in the application.

The rejections of each of the 27 claims rely, in part, on "Official Notice."

Applicants respectfully traverse the Examiner's reliance on Official Notice for the many teachings not expressed in the art of record.

As such, the Examiner is requested to provide copies of art illustrating the cited teachings, so that Applicants can properly address same in their appeal to the Board. (See MPEP §2144.03, which notes, "If the applicant traverses such an assertion the examiner should cite a reference in support of his or her position.")

Additionally, Applicants note that the motivations cited in the Action as suggesting the proposed modifications and combinations of the art, appear to be based on